To: Bickett, Joe; Fenner, Bob; Heretick, Dick; Smith, Judy; Yatrakis, George

2057068843

FYI - Do we have a response? Can we generate a response?

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From: Jones, Jan on Fri, Dec 8, 1995 3:43 PM
Subject: FW: Newport Brand Extension (?)
To: Ellis, Cathy; Heretick, Dick; Myracle, Jim

2057068843A

FYI --JJ

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From: Nelson, Jack on Fri, Dec 8, 1995 3:38 PM
Subject: FW: Newport Brand Extension (?)
To: Beane, Tim; Carboni, Judy; Crilly, Colleen; Fleischhauer, Grier; Foran, Carla; Garces, Yvette; Garguilo, Thomas; Higgins, Chuck; Jones, Jan; Keen, Billy; Laufer, David; Lilly, Cliff; Minagawa, Sho; Moore, Michael; Schroeder, Mary; Shavers, Vic; Solana, Rick; Westra, Dan; Williams, Jesse

fyi

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From: Arwady, Marge on Fri, Dec 8, 1995 1:50 PM
Subject: Newport Brand Extension (?)

C. I. ALERT: Lorillard Project -- Possible "Newport ICE" Brand Extension

We've heard from the field that a retailer said that Lorillard is planning a new brand introduction in 1996, "Newport ICE"; the introductory date is not known. The retailer had a brochure describing the brand as having a stronger menthol taste, and the word "ICE" was frozen as in the beer ads.

According to TRADEMARKSCAN®, the trademark "Newport ICE" was filed by Lorillard on March 11, 1994.

You will be apprised of any further information we receive on this product.

2057068843B

2057068843C

Note for Ellis, Cathy

From: Ellis, Cathy
Date: Fri, Dec 8, 1995 2:16 PM
Subject: PMP attached
To: Dwyer, William
File(s): dwyer1995pa

Bill:
Attached file for update and completion.

2057068843D

Note for Ellis, Cathy

From: Ellis, Cathy
Date: Fri, Dec 8, 1995 12:27 PM
Subject: RE: DeNic for Jed Rose
To: Wall, Charles

2057068843E

Source: https://www.industrydocuments.ucsf.edu/docs/ryfk0000

R: REDACTED MATERIAL



Thanks.

REDACTED REDACTED

REDACTED

REDACTED REDACTED

Note for Ellis, Cathy

From: Ellis, Cathy

Date: Fri, Dec 8, 1995 12:26 PM

Subject: RE: Meeting Opportunities

To: Ferrin, Robert

I have completely booked 1/12. I will be adding dates in the near future and will get back with you. Thanks.

From: Ferrin, Robert on Fri, Dec 8, 1995 9:22 AM
Subject: RE: Meeting Opportunities
To: Ellis, Cathy

Cathy,
Unfortunately I'm booked pretty solid this month, but I'm open all day on the 12th. How about 3:00 to 4:30?

From: Ellis, Cathy on Fri, Dec 1, 1995 5:10 PM

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2057068844E

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